



Premiere Level

\$15,000

Exclusive Recognition:

- Priority recognition / logo placement on all materials.
- Biggest advertisement with best placement in Festival Schedule / Program.
- Priority for selecting exclusive custom options.

Specific Benefits:

- Sponsorships Offered: One
- Industry Exclusivity: Yes
- Your Advertisement: **Full page, back cover, full color**, Festival Schedule / Program.

Distribution: Isthmus (150,000 Dane County readers)
Shepherd Express (199,500 Milwaukee metro readers)
At Festival Box Office, venues, area drops

PLUS Quarter page, spot color ad, Isthmus Festival Schedule Update

- Top-level logo placement / recognition on all Festival marketing materials and pre-film trailer. Includes pre-Festival print and in-theater advertisements (Major Sponsors only).
- Verbal acknowledgement at ALL Festival programs
- 30 Festival Ticket Packages for sponsor employees, clients
- Priority for custom options such as:

Specific Festival series or program

Festival shuttle

Festival party or event

Filmmaker competition and awards

Ticket package promotion

Volunteer program



Director Level

\$10,000

Exclusive Recognition:

- Priority recognition / logo placement on marketing materials.
- Full-page advertisement in Festival Schedule / Program.
- Exclusive marketing / sponsorship options available.

Specific Benefits:

- Sponsorships Offered: Two
- Industry Exclusivity: Yes
- Your Advertisement: **Full-page** in Festival Schedule / Program.

Distribution: Isthmus (150,000 Dane County readers)
Shepherd Express (199,500 Milwaukee metro readers)
At Festival Box Office, venues, area drops

PLUS **Quarter-page** ad, Isthmus Festival Schedule Update

- Priority logo placement / recognition on Festival marketing materials and pre-film trailer.
- Verbal acknowledgement at ALL Festival programs
- 20 Festival Ticket Packages for sponsor employees, clients
- Exclusive custom options such as:

Specific Festival series or program

Festival shuttle

Festival party or event

Filmmaker competition and awards

Ticket package promotion

Volunteer program



Producer Level

\$7,500

Exclusive Recognition:

- Half-page advertisement in Festival Schedule / Program.
- Additional or shared marketing / sponsorship options available.

Specific Benefits:

- Sponsorships Offered: Three
- Industry Exclusivity: Yes
- Your Advertisement: **Half-page** in Festival Schedule / Program.

Distribution: Isthmus (150,000 Dane County readers)
Shepherd Express (199,500 Milwaukee metro readers)
At Festival Box Office, venues, area drops

PLUS **Eighth-page** ad, Isthmus Festival Schedule Update

- Prominent logo placement / recognition on Festival marketing materials and pre-film trailer.
- 15 Festival Ticket Packages for sponsor employees, clients
- Custom options may include:

Specific Festival series or program

Festival shuttle

Festival party or event

Filmmaker competition and awards

Ticket package promotion

Volunteer program



Encore Level

\$5,000

Specific Benefits:

- Sponsorships Offered: Five
- Industry Exclusivity: Yes
- Your Advertisement: **Quarter-page** in Festival Schedule / Program.

Distribution: Isthmus (150,000 Dane County readers)
Shepherd Express (199,500 Milwaukee metro readers)
At Festival Box Office, venues, area drops

PLUS Business Card ad, Isthmus Festival Schedule Update

- Logo placement / recognition on Festival marketing materials and pre-film trailer.
- 10 Festival Ticket Packages for sponsor employees, clients.
- Additional marketing options may be available.



Community Level

\$2,750

Specific Benefits:

- Sponsorships Offered: Eight
- Industry Exclusivity: No
- Your Advertisement: **Eighth-page** in Festival Schedule / Program.

Distribution: Isthmus (150,000 Dane County readers)
Shepherd Express (199,500 Milwaukee metro readers)
At Festival Box Office, venues, area drops

- Logo placement or listing on Festival marketing materials and pre-film trailer.
- 6 Festival Ticket Packages for sponsor employees, clients.



CUSTOM SPONSORSHIP OPTIONS

Benefits described below are provided *in addition to* the other benefits available at your sponsorship level.

- **Specific Festival series, program or event**

Customize your Festival affiliation by sponsoring a Festival series or other specific programs. Examples include: "Contemporary World Cinema," a culturally diverse selection of films from around the globe, "After Dark" late night movies that are on the edge and over the top, or the "Insider" series of panels and workshops about filmmaking and the industry.

Benefits: Recognition as Series sponsor in all Festival materials and program
 Verbal recognition at events
 Other customized options as appropriate

- **Festival Competition / Awards Ceremony**

Be the exclusive Sponsor of the Festival's "Wisconsin's Own" competition for filmmakers with Wisconsin ties, and connect with filmmakers and industry professionals as well as audience's "Wisconsin Pride."

Benefits: Recognition as sponsor of competition in Festival program and materials
 Sponsor logo on call for entries (4,000 plus downloadable Web version)
 Verbal recognition at all Festival competition screenings (appx. 20)
 Signage and verbal recognition at Saturday night awards ceremony
 Option to include your products as filmmaker prize if appropriate

Also sponsored by the State of Wisconsin Film Office and Eastman Kodak.

- **Festival Shuttle**

Achieve terrific frequency of exposure with downtown Madison pedestrians and goodwill from Festival audiences as the Exclusive Business Sponsor of the shuttle (free for ticket holders) that run continuously between hotels and theaters during the four-day Festival. Route includes State Street, Capital Square, King Street area, and UW campus.

Benefits: Signage with sponsor logo on exterior shuttle panels
 Sponsor logo on shuttle schedule mini-brochure (5,000+)
 Sponsor logo in Festival program with shuttle schedule

Co-sponsored by The District: Madison's Downtown Business Improvement District.

- **Festival Party Sponsorship**

Exclusive sponsorship of the Festival's Friday or Saturday night party in the Orpheum Theatre Grand Lobby Café. Filmmakers, sponsors, community leaders and Fest goers mix with great food and hot music in the historic Orpheum Theatre. Previous parties have featured music by Madison's Gomers and Noahjohn, Milwaukee's Competitorr (dance rock), and the John Benitez Quartet (Latin Jazz).

Benefits: Exclusive listing in Festival program as party sponsor
 Exclusive listing as party sponsor in all invitations
 Signage at party
 Complimentary admission for 50 sponsor employees or guests
 Opportunity to introduce new products or sample at party

- **Ticket Package Promotion**

According to recent studies, Wisconsin residents spend an average of \$15.67 above the cost of admission while attending nonprofit arts events such as the Festival. (Americans for the Arts / Wisconsin Arts Board, 2002).

Encourage Festival-goers to become *your* customers—during or after the Fest—by offering a special incentive for Ticket Package buyers. Provide up to 1,000 coupons offering special discounts or free items.

Coupons should offer a free item or substantial discount on items with broad appeal for festival patrons and be good for at least two months (through May, 2004). You must have store locations in Madison (or Madison & Milwaukee), or the coupon must be valid for internet orders.

PLEASE NOTE: Sponsors must provide coupons in addition to sponsor investment.

Benefits: Your coupon given to all package ticket buyers
 Your company name and incentive listed in ALL Ticket Order Forms:

Ticket Order Forms distribution:

140,000 programs in Dane County and Milwaukee
Downloadable version on Fest website
Box Office on UW Madison campus
Festival mailings

- **Volunteer Program Sponsor**

"Orange-shirted volunteers did immeasurable service" at the Wisconsin Film Festival.
—*Tom Alesia, Wisconsin State Journal.*

Each year, approximately 100 community members, sponsor employees and UW Madison students become Festival volunteers. Our dedicated and well-trained volunteers represent our target markets (creative class adults 25-55 and college students) and generate enormous audience goodwill. They serve as Festival ambassadors—promoting the Festival among their peers—and the primary customer contact point for most Festival-goers.

By sponsoring the Volunteer Program, your organization will be highly visible to all Festival audiences as well as the volunteer corps, and your organization will share in the goodwill and appreciation earned by the volunteers.

Benefits:	Recognition as Volunteer sponsor in all Festival materials and program
	Logo / listing on Volunteer Application Form
	Company logo on Volunteer t-shirts
	Opportunity to speak to volunteers at meetings (if desired)
	Recognized as sponsor of Festival volunteer after-party

**Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from the
National Historical Publications and Records Commission.**



Wisconsin Center
for Film and Theater Research

<https://wcftr.commarts.wisc.edu>



**NATIONAL
ARCHIVES**

NATIONAL HISTORICAL
PUBLICATIONS
& RECORDS COMMISSION

<https://archives.gov/nhprc>